

High School Course Outlines

<u>COURSE TITLE</u>	International Business (B46)
<u>DEPARTMENT</u>	Business
<u>LENGTH</u>	Semester
<u>CREDITS</u>	5
<u>AVAILABLE TO STUDENTS AT GRADE:</u>	9, 10, 11, 12
<u>REQUIRED OR ELECTIVE</u>	Elective
<u>PREREQUISITES</u>	Introduction to Business or teacher approval

BRIEF OVERVIEW

This course is an introduction to the factors and challenges involved in conducting business in the global marketplace. Emphasis will be placed on management, status, rules, relationships, marketing and negotiations.

MAJOR GOALS

The National International Business Standards will be taught in this course. The Standards are listed below.

- **Achievement Standard:** Explain the role of international business; analyze how it impacts business at all levels (including the local, state, national, and international levels).
- **Achievement Standard:** Describe the inter-relatedness of the social, cultural, political, legal, and economic factors that shape and impact the international business environment.
- **Achievement Standard:** Apply communication strategies necessary and appropriate for effective and profitable international business relations.
- **Achievement Standard:** Identify forms of business ownership and entrepreneurial opportunities available in international business.
- **Achievement Standard:** Analyze special challenges in operations and human resource management in international business.
- **Achievement Standard:** Apply marketing concepts to international business situations.

METHODS OF INSTRUCTION (not inclusive)

1. Class discussion/lectures
2. Demonstrations
3. Business simulations
4. Role playing
5. Audio-visual materials
6. Textbook
7. Guest speakers
8. Small group
9. Interpersonal learning

METHODS OF EVALUATION (not inclusive)

1. Student participation
2. Project activities
3. Portfolios
4. Tests and quizzes
5. In-class assignments (homework)
6. Teacher observation
7. Oral presentations

TEXTBOOK

International Business, by Dlabay, South-Western Publishers, 2001
ISBN# 0-538-69855-1

rt: Revised 9/03

International Business

Chapter	Topic	Pacing
	We Live in a Global Economy <ul style="list-style-type: none"> • The Backbone of International Business • The Basics 	Week1
	Our Global Economy <ul style="list-style-type: none"> • Making Decisions and Economics • Economic Basics • Systems of Economics • Getting Development Economically • Resources Satisfy Needs 	Week 2
	Cultural Influences on Global Business <ul style="list-style-type: none"> • Different Cultures of the World • Organizations • Communicating • Different Values Around the World 	Week 3
	Government and Global Business <ul style="list-style-type: none"> • World-Wide Business and Politics • Governments Discouraging World-Wide Business • Governments Encouraging World-Wide Business 	Week 4
	Structures of International Business Organization <ul style="list-style-type: none"> • Methods of Ownership • Operations of World-Wide Business • Starting Global Business Activities 	Week 5
	Importing, Exporting, and Trade Relations <ul style="list-style-type: none"> • Importing Process • Exporting Process • The Value of Trade Relations • Competition 	Week 6
	Legal Agreements Around the World <ul style="list-style-type: none"> • International Legal Systems and Liability • Property and Contracts • Fixing Legal Differences 	Week 7
	Global Entrepreneurship and Small Business Management <ul style="list-style-type: none"> • Entrepreneurial Enterprises • Business Plans and Self-Employment • Managing an Entrepreneurial Enterprises 	Week 8

	Management Principles in Action <ul style="list-style-type: none"> Managers and National Differences Management Functions and Groups Management's Changing Process 	Week 9
	Human Resources Management <ul style="list-style-type: none"> Structures of Managing Human Resources Choosing and Training Staff Maximizing Human Resources Retaining Human Resources 	Week 10
	International Career Planning <ul style="list-style-type: none"> Finding your First Job Applying for a Job Getting Jobs in the Future 	Week 11
	Organized Labor <ul style="list-style-type: none"> Obstacles of Labor Movements Unions in the Workplace Today 	Week 12
	Information Needs For Global Business Activities <ul style="list-style-type: none"> Making a Global Information Systems Challenges in Global Information Systems 	Week 13
	Production Systems For Global Business <ul style="list-style-type: none"> World-Wide Production Expanding A Successful Business 	Week 14
	Global Marketing and Consumer Behavior <ul style="list-style-type: none"> Selling Around the World The Marketing Mix and Plan Planning World-Wide Marketing Activities 	Week 15
	Developing Goods and Services for Global Markets <ul style="list-style-type: none"> Global Product Planning Discovering and Making Products Plans for International Products 	Week 16
	Global Pricing and Distribution Strategies <ul style="list-style-type: none"> International Pricing Activities World-Wide Spreading Activities Transporting Products Around the World 	Week 17
	Global Promotional Strategies <ul style="list-style-type: none"> World-Wide Communications and Promotions Advertising Around the World Promoting Sales and Selling Around the World 	Week 18
	REVIEW FOR FINAL	Week 19
